

CLAIMS

What is claimed is:

1. A method for delivering information to a person having a terminal with an associated display upon which the images are visually perceived by a person using the terminal and a cursor whose position is controllable by the person, comprising the steps of:

- (a) providing a display iframe upon said visual display;
- (b) providing initial signals to establish a primary image area on the display iframe, said primary image area including information that is visually perceivable by said person and a sub-area of said primary image area within said display iframe;
- (c) enabling said person to control said cursor to position said cursor on said sub-area of said primary image to provide a selected sub-area whereupon said person is automatically provided with additional visually perceivable information associated with said selected sub-area;
- (d) said additional visually perceivable information being provided independently of further positioning of said cursor by said person; and
- (e) said respective additional visually perceivable information being imperceivable by said person until said cursor is located on said selected sub-area.

2. The method of Claim 1 wherein the additional visually perceivable information is provided substantially outside the boundaries of said banner area.

3. The method of Claim 1 wherein said additional visually perceivable information includes audio information.

4. The method of Claim 1 wherein said additional visually perceivable information includes video information.

5 5. The method of Claim 1 wherein said additional visually perceivable information comprises mixed media information.

6. The method of Claim 1 wherein said additional visually perceivable information remains perceivable to the person as long as said cursor remains on said selected sub-area.

7. The method of Claim 1 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually perceivable information.

8. The method of Claim 6 wherein said additional visually perceivable information is displayed in a selected region adjacent said selected sub-area and said additional visually perceivable information remains perceivable to the person as long as said cursor remains on said selected region.

9. The method of Claim 8 wherein said additional visually perceivable information contains link information for linking said person to a further website when said person clicks on said selected region.

20 10. The method of Claim 1 comprising the steps of:
(a) receiving said visually perceivable banner information;
(b) receiving said additional visually perceivable information; and

- (c) specifying a placement of said additional visually perceivable information with respect to said visually perceivable banner information.

11. The method of Claim 10 comprising the steps of:

- (a) receiving first identification data representative of said visually perceivable banner information;
- (b) receiving second identification data representative of said additional visually perceivable information; and
- (c) displaying said visually perceivable banner information and said additional visually perceivable information in accordance with said first and second identification data.

12. The method of Claim 11 comprising the step of building a use map in accordance with said first and second identification data.

13. The method of Claim 12 wherein the step of providing said additional visually perceivable information comprises the steps of:

- (a) building a pop-up function in accordance with said additional visually perceivable information;
- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceivable banner information and said additional perceivable banner information in accordance with said enhanced pop-up function.

14. The method of Claim 1 wherein said primary image area includes plural sub-areas associated with respective additional visually receivable information comprising the further step of altering the associations between said sub-areas and said respective additional visually perceivable information and repeating step (b).

5 15. The method of Claim 14 comprising the steps of:

- (a) recording parameters representative of the performance of said additional visually perceivable information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceivable information in accordance with said recorded performance parameters.

16. The method of Claim 15 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with predetermined recorded performance parameters.

17. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceivable information.

20 18. The method of Claim 1 comprising the steps of:

- (a) transmitting a request having request information to a server database on a website containing stored visually perceivable

information in response to said positioning of said cursor on said selected sub-area;

- (b) selecting said additional visual information from said stored visual information in response to said request information; and
- (c) transmitting said selected stored visual information to said banner website.

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